THE MINISTER OF STATE IN THE MINISTRY OF POWER (SHRIMATI JAYAWANTIMEHTA): (a) to (d) Yes, Sir. The advertising contract was awarded to M/s. Rediffusion-Dentsu Young and Rubicam Ltd. The total expenditure on the campaign was Rs. 1,29,08,302/-. The expenditure was apportioned among the following CPSUs of Ministry of Power in the proportion given below:—

Name of PSU	% age
NTPC	63.9
NHPC	6.9
PGCTL	10.2
REC	6.7
PFC	12.3

The Government of U.P. has taken a bold decision to introduce reforms in the power sector. Unfortunately, the workers of UPSEB had decided to go on strike. The action of the workers had resulted in a lot of discomfort to the pubic and in the emergency situation a strong need was felt to keep the public informed of the pros & cons of the ongoing long drawn out strike so vitally affecting them. It was also necessary to inform the public of the reform process which had been initiated and to counteract the disinformation that was being spread in certain quarters. It was, therefore, considered desirable and essential to launch an awareness campaign through the Media so as to educate the public at large about the issues at stake. The campaign highlighted the reason for which the reforms had been introduced and the likely impact of these reforms. The campaign was appreciated and created the right climate for reforms.

Beneficiaries of National Old Age Pension Scheme

†3488. SHRI MANOHAR KANT DHYANI: Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) the details of beneficiaries of National Old Age Pension scheme in Uttar Pradesh?

(b) what was the number of people targeted to be covered under this scheme during the year 1999-2000; and

(c) the district-wise details of beneficiaries of this scheme in Uttaranchal Garhwal and Kumaon divisions?

†Original notice of the question was received in Hindi.

THE MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI A. RAJA): (a) The National Old Age Pension Scheme (NOAPS) is a component of the National Social Assistance Programme (NSAP). The beneficiaries under NOAPS are identified and selected in the State of Uttar Pradesh as per the criteria laid down by the Central Government in the NSAP Guidelines. Accordingly, the old destitutes—male or female, who are 65 years of age and above and have little or no regular means of subsistence from their own sources of income or through financial support from family members or other sources, are selected as beneficiaries under NOAPS.

(b) The Government of Uttar Pradesh had a target of 10,27,500 beneficiaries under National Old Age Pension Scheme (NOAPS) during 1999-2000.

(c) The details of beneficiaries in Uttaranchal (Garhwal and Kumaon Divisions) are as the following:—

(InNos.)

Garhwal Division	Target	Achievemt (Upto Jan./2000)
Parui Garhwal	5632	5819
Tehri Garhwal	7596	6458
Dehradun	7249	7807
Chamoli	3257	3636
Rudrprayag	1727	951
Uttarkashi	1248	1412
Kumaon Division	Target	Achievement (Upto Jan./2000)
Nainital	2810	3232
Udham Singh Nagar	2497	2144
Almora	4660	6474
Bageshwar	2000	1807
Pithoragarh	3757	3024
Champawat	910	782